

Psychology of War On Women's Dress

By LENA MADESON PHILLIPS,
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for Business Women.

"Work while you work and primp at home" is the new slogan for the woman in business. With the call to her new duties brought about by war has come to woman the knowledge that to succeed in business she cannot think of her clothes during office hours. The old fashioned idea that woman is always flustering about her dress is rapidly being killed in action. If the business women are to meet the demands of the present day challenge, thus fulfilling the promise of their past achievements, the standards of the average woman must be raised as a means thereto, and the raising of standards means sensible dressing. To appear at the office with fuzzy hair, high heels and the primping attitude; to work all day with one eye on the clock and the other on the mirror, had a tendency to lower standards. Ideas on the change in the attire of business women have been fermenting for some time. One clever woman has even gone so far as to work out the fact based on a canvass and statistics that the woman who was always fussing over her clothes and primping during office hours did not get her salary raised.

With the coming of the war woman's work has been made real, and all these fermenting ideas are fast being crystallized. Women have found the waist that must on the slightest provocation, like chignon, and other materials designed for the real work they are now called upon to do. They have found that high heels advertise weakness, and those who are doing Uncle Sam's work must think of their feet in terms of strong ankles and strong arches. They have discovered, above



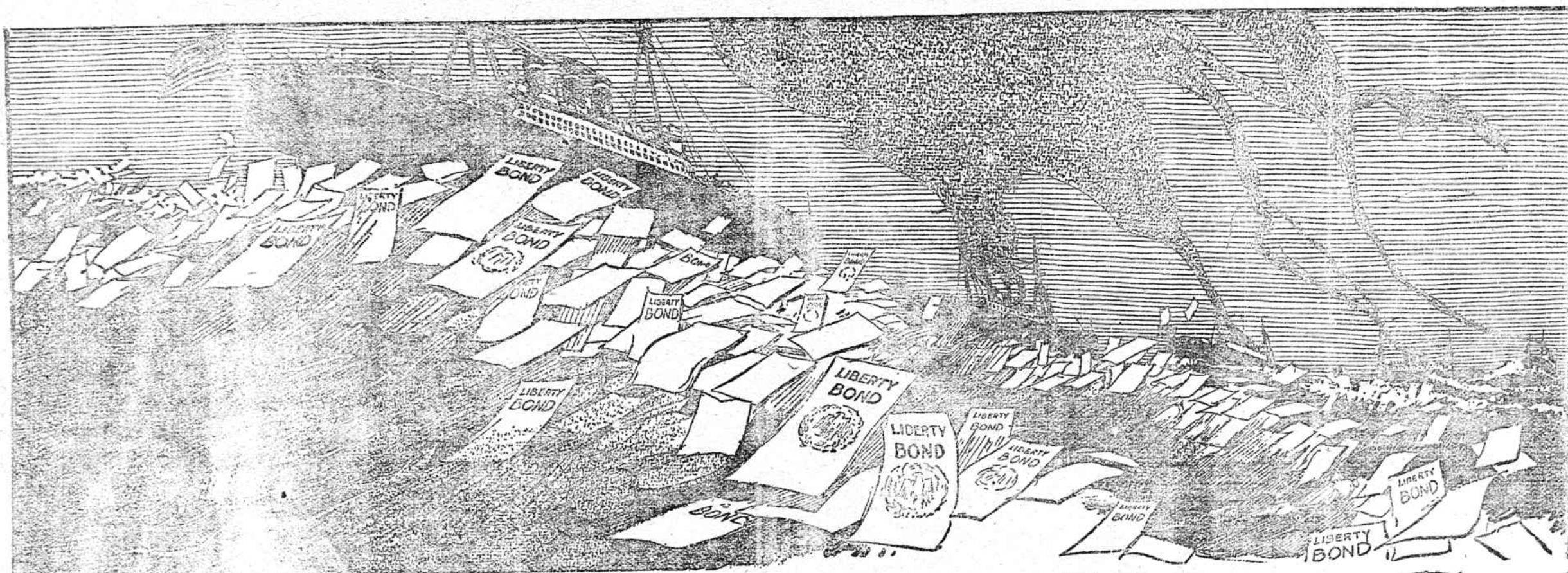
Blue Triangle Series.

all, that clothing reveals personality, and that to gain personality they must consider their work, its ideals, and their own social responsibility. Fortynine hairpins and a fluffy cascade of feminine adornment are becoming obsolete since Uncle Sam is accepting woman workers. Modesty in dress means the right attitude toward the dignity and worth of the human body, and respect for dignity does not go with a neck too exposed for business. Again women are learning that a business proposition is not an ante-room to matrimony. While it goes without saying that for the average woman marriage is a state both right and greatly to be desired, it by no means justifies her using her place in the business world primarily as a means of securing a possible husband. The woman today who wishes to fill a place in the business world until such time as it is convenient for her to marry, in all fairness to other women who assume business responsibility permanently, must surrender herself to the task she has chosen in no half hearted way. Employment must cease to be merely a means of securing money for alluring clothes.

Women are fast learning that if they desire equal pay for equal work the first emphasis must be placed on the work. The time has come when they must cease to demand both the rights of men and the privileges of women. If they desire to be co-laborers with men in the business world, with equal opportunities and equal pay, they must face business with a man's steadfastness of purpose and real desire to succeed. The business woman of today must be willing to forego such styles of dress as will distract from the business in hand and surround them with a sex consciousness which is not conducive to solid work nor to sound morals.

* Y. W. C. A. WORK IN FRANCE. *
* The Y. W. C. A. is helping the *
* women in France in recreation, *
* at educational and relief work. *
* Little home centers for Ameri- *
* can Army nurses in base hospi- *
* tals have been established in co- *
* operation with the Red Cross *
* and the Y. M. C. A. A but is *
* built by the Red Cross on or *
* near the hospital grounds. One *
* end of it is taken by the Y. M. *
* C. A., and one room belongs to *
* the Y. W. C. A., and in this one *
* room is inaugurated a bit of *
* home life for the nurses at the *
* battle front. It is the one spot *
* where the nurse may leave the *
* harrowing duties of the hospital *
* behind for a bit of recreation. *

YOUR NAME
Is it on our subscrip-
tion list?
We will guarantee
you full value
FOR YOUR MONEY



Money Makes the Ships Go!

By CHARLES M. SCHWAB

Despite the fact that we have made real progress in shipbuilding, it must be remembered by every patriotic American that the need for ships increases proportionately with the increase in the size of our fighting forces overseas. Transporting troops to Europe is only one-fourth of the task that our shipping facilities must bear. The other three-fourths is the carrying of supplies and munitions of war.

Ships cannot be built without money. In war time it takes a great deal of money. Undoubtedly after the war is

over the ships that we are building now will pay for themselves many times over. *But the immediate need is money and the whole-hearted support of the entire nation.*

If the American people could visualize what has been done in our shipyards with the money that they invested in the first Liberty Loans, I am sure they would be as proud and as enthusiastic as I am. The ships that we have built and are building should persuade the most cautious investor to put his money into Liberty Bonds of the fourth issue.

Buy Liberty Bonds—They Are the Best Investment in the World!

This Space Contributed to Winning the War By

What Do You Mean "AFFORD"?

By GEORGE ADE

We come to another big task. This time we need not call for helpers. The volunteer workers stream in myriad hosts along the main highway leading to victory and vindication.

All patriots, by confession. The grumblers are awed into silence. If the faint of disloyalty remains anywhere it is hidden as a shameful secret. The heads are wagging and we hear many bold assurances:

"I'll do all I can."

"I'll go as far as the next fellow."

"I'll take all I can afford to take."

We are speaking of course of the Fourth Liberty Loan and the willingness of the war-backers to subscribe.

This time we do not explain a Liberty Loan and how it works, or why we battle with Germany or that a war costs money. It will just about require a search warrant to find a man who does not say that he will take all of the bonds he can "afford" to take.

Eut, O my countrymen, we need night schools and correspondence schools, private tutors and Chautauques and special information bureaus to enlighten Mr. A. and Mr. B. and Mr. C. as to the real meaning of the word "afford."

Are you penning around to find out how much money you can set aside without the slightest inconvenience to any of your pet private projects?

Are you trying to decide how many bonds you will have to take in order to escape the charge of being a slacker?

Hurry to the bank and break through the line and order so many Liberty Bonds that the man inside will be dazed and all of the neighbors surprised and all of your relatives proud.

Buy Liberty Bonds—Wholesale, Not Retail

This Space Contributed to Winning the War by

Mrs. Sidney Wilson
Hoover, Beverage & Co.
True Patriot
Robt. M. Hiner

Mrs. M. E. Ruckman
Jos. E. Armstrong
Jones & Jones
H. M. Slaven

J. Randolph Eagle
Alfred Eagle
Dr. H. H. Jones

The Princes of Germany Are Shaking Dice for the United States!

By Herbert Quick

WE must buy bonds to the last cent of our ability, because our country is fighting for its very life. Make no mistake, citizens of America, the crisis is just that—we are fighting for our very life.

We must fight this war through. We must fight it through to a peace the basis of which will be written by us and our Allies.

Germany must not write a single clause in the Treaty. She must be whipped until she will sign a treaty every word of which will be drawn by the Allies. Germany must not be allowed to dot an i or cross a t.

Why?

Because Germany has become nothing but a robber empire, a murderer empire, an empire every purpose of which is the enslavement of the rest of the world. Such purposes admit of no compromise. We must conquer or die. If we do not conquer we shall, nevertheless, die—and die slaves.

Germany began with the intention of robbing France of her iron, her coal, her best land and her great factories; of making Belgium with her rich mines, great cities and immense factories a part of Germany; of gaining the Belgian coast, from which she might conquer England, and of combining under her flag the hordes of Mohammedan Turks, and all the Balkan States, so that she might train soldiers in countless millions, build navies to sweep the oceans, and conquer the world.

This war was to be a step toward world conquest.

Buy Bonds, for so only can the war be won. Unless it is won, everything you possess is lost, and with it the American soul is lost

If we do not fight the war through to complete victory she will still keep on and she will succeed. She will surely succeed!

Russia with her nearly 200,000,000 people lies prostrate at Germany's feet. Germany could now give up the Balkan States, give up Belgium, force Austria to yield up the Italian territories, give up conquered France, yes, she could give up these, and even Alsace-Lorraine, and if allowed a free hand in Russia, she would still have won a victory greater than any of which she ever dreamed at the beginning of the war.

Give her control of Russia and she can, and will, within a few years come back with power to take back Alsace-Lorraine, crush poor Belgium once more and destroy exhausted France, sweep every vestige of resistance from Europe, Asia and Africa, and then what?

Then she will thunder at our doors—from Asia she will invade us on the West, from Europe on the East, and from Mexico on the South.

If Germany has control over the terms of peace, we who read this will live to see one of the Kaiser's six sons Emperor of America.

The time to whip Germany is now!

It is now or never!

The Princes of Germany are shaking dice for the United States!

It will take money, money, money, that we may send men, men, men!

***** This Space Contributed to Winning the War by *****